Instructions to Complete: Regional Nutrition Network Semi-Annual Activity Report (RNN-SAAR)
October 1, 2005- March 31, 2006
(Mandatory Reporting)

The purpose of RNN-SAAR is to obtain six month activity information about the *Regional Nutrition Network*. Please follow these instructions to respond to RNN-SAAR questions in the context of nutrition education, physical activity promotion, and food stamp promotion to Food Stamp Participants and the Food Stamp Eligible (FSE) population, as directed by Food Stamp Nutrition Education Guidance.

In an effort to make the RNN-SAAR more convenient for you to complete, we have designed a "form" version of the document. This should reduce the amount of time it takes to enter the data and will allow us to import your answers directly into a database, decreasing data entry errors. This form was created in MS Word and is protected to preserve the integrity of the fields, or response categories. Please do not unprotect it! If you or someone from your *Regional Nutrition Network* does, your data will be lost.

Data Entry:
To enter your responses, you may navigate through this form using the mouse, tab key. Shift-tab will take you back. This form will not allow you to move through the fields by pressing the enter key. All responses must be entered in the shaded fields. For check box responses, you can use the mouse or space-bar to enter your response. For the "Yes or No" responses please select only response.

If you or someone from your *Regional Nutrition Network* have questions, while completing the form please contact Alexandra Ossa via email aossa@dhs.ca.gov or by phone: 916-650-6905.

After completing the form please save the form and attach it to an email and send it to Alexandra Ossa to aossa@dhs.ca.gov.

I. Program Information

    A. Contractor. Enter the name of the entity exactly as it appears on the CPNS contract. If the contract is with you as an individual, enter your name. If the contract is with an agency that employs you, enter the name of the agency.

    B. Region. Enter the name of your *Regional Nutrition Network*.

C. Contract Number. Enter the number of the contract that CPNS has with you.

D. Reporting Period. Use the drop-down box to select the Start and End date for the period you are reporting on.

E. Person Completing Form. Enter the name of the person who filled out this form, even if that person is not responsible for managing the project. If more than one person worked on completing the form, Enter the name of the person who did the most work. If there are any questions about the information on the completed form, this is the person who will be called for clarification.

F. Phone Number. Enter the phone number for the person completing the form. This is the phone number that will be called if there are questions about what is reported on the form.

G. Fax Number. Enter the fax number for the person completing the form. This is the fax number that will be used if there are questions about what is reported on the form.

H. Email address. Enter the email address for the person completing the form. This is the address that will be emailed if there are questions about what is reported on the form and notification of submission.

I. Date Completed. Enter the date this form was filled out.

J. Channels. Channels are the existing systems your program uses to implement program activities. Mark the box next to any channel your program used to implement program activities, place messages, do outreach, or any other kind of activity funded by the *Nutrition Network*.

II. Summary of Program Activities for the Reporting Period
Network activities include all activities within the Scope of Work, as well as those that come about as a result of program activities. This means that you would report any overlap with other organizations, events or activities If your *Regional Nutrition Network* or *5 a Day* program was promoted or involved. Examples: (1) *Network* or *5 a Day* program is promoted in a gardening class, but the class is funded by another organization – count as other promotional event; (2) *Network* program or *5 a Day* message is "tagged" on a Safeway paid print advertisement that was not funded by the *Network*, but the contractor organization assisted in getting it placed – count as paid print advertising.

A. Television Coverage (Social Marketing Tool: PSA/Advertising)

Advertising can be paid or public service announcement. The primary characteristic is that the elements have a commercial look and feel. The media outlet plays, airs, or prints your advertising exactly the way it was submitted to them. There is no editorial component, and the media outlet does not alter or interpret the content.

Why it is important:

The primary way the *Network* has access to the television channel is through public service announcements. Programs with larger budgets may also have secured a media buy, and paid for advertisements to be run.

How it is being evaluated:

Typically, advertising is evaluated by tracking gross rating points as an estimate of exposure or consumer impressions. The state media contractor is providing estimates by media market and the state as a whole for number of consumer impressions. These numbers are tracked over time. This question will help us to see how much the advertising efforts are being supported at the local level and how often local programs use this channel.

What your information will tell us:

The number of times you contacted TV stations is an indicator of how often local programs are using the TV media channel. The list of TV stations contacted will be furnished to the state media contractors who will double check that the stations contacted by the locals programs are included in the summary counts of stations contacted in the media market and statewide.

How to answer the questions:

A1.   Answer "yes" or "no" if your *Regional Nutrition Network* **paid** a TV station or a media contractor to place advertisements on TV.

A1a. If your *Regional Nutrition Network* answered "yes" enter the consumer impressions that the **paid** advertisement generated. This number should be provided by your media purchasing contractor. If the contractor reports the numbers in Gross Rating Points or Targeted Rating Points, the contractor needs to convert the GRP/TRP to consumer impressions.

A2.   Enter in the number of TV stations you contacted in the last reporting period specific to advertisements and campaigns PSAs.

A3.   Enter in the number of times you contacted TV stations about airing state-produced PSA's. Your *Regional Nutrition Network* may have asked

TV stations to do special PSA airings to coincide with local festivals or activities, or you may have contacted a station to reinforce the *Network*s attempts at placement.

A4.   Did any TV station air the PSAs. Enter "yes" or "no" by each *Campaign* PSAs.

A5.   Enter the number of TV stations that you contacted that played the PSAs by *Campaign* message.

A6.   Enter in the number of consumer impressions from Television PSAs by *Campaign* or program if known by your *Regional Nutrition Network*. This estimate would most likely be provided by the TV station or a media contractor.

B. **Television News Coverage (Social Marketing Tool: Public Relations)**
Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight. In this question you are asked to complete a table listing interviews you had with TV reporters or coverage of your program activities, if the story was aired (if known), and when (if known).

Why it is important:
Documenting press interviews will allow monitoring services to double check new coverage of the interview. Estimates of news coverage can be converted into consumer impressions. However, if resulting news coverage is not traceable, it is still important to track the efforts programs make to work in the media channel.

How it is being evaluated:
It is usually more feasible to track public relations efforts and attempts than the result of the efforts (e.g., coverage). The resulting news stories can be tracked through media monitoring services.

What your information will tell us:
We are interested in knowing if programs engage in public relations activities with the local news stations, how many of the local programs use this tool and how often. The number of times you contacted TV stations is an indicator of how often local programs are using the TV media channel.

How to answer the questions:

Media Alerts and Media Tip Sheets sent to television stations. Sending media alerts and media tip sheets to television stations is one way to inform the station of a current local issue or event. A media alert is

a quick, one page attention-getting notice of a timely and newsworthy event that has good photo opportunities.

B1.   If your *Regional Nutrition Network* sent any media alerts to local television stations about things your *Network* program or 5 a Day *Campaign*s were doing in the past reporting period, check the "Yes" box.
         If your *Regional Nutrition Network* did not do this or you don't know if your *Regional Nutrition Network* did this check the "No" box.

B1a.   If your *Regional Nutrition Network* submitted media alerts or media tip sheets, enter the number of times (e.g. the number of mailings) you submitted media alerts and/or media tip sheets multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

Press Releases sent to television stations. Sending press releases to television stations is one way to inform the station of a current local issue or event. It is also a means for local programs to influence the local media agenda. A press release is a news story submitted to a news outlet, usually accompanied by contact information, background information, and other supporting documents.

B2.   If your *Regional Nutrition Network* sent any press releases to local television stations about things your *Network* program was doing during the reporting period, check the "Yes" box. If your *Regional Nutrition Network* did not do this or you don't know if your *Regional Nutrition Network* did this check the "No" box.

B2a.   If your *Regional Nutrition Network* submitted press releases, enter the number of times (e.g. the number of mailings) you submitted media alerts and/or media tip sheets multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

For the following questions, do not include activities that were part of the state-initiated *Network* Spokesperson Tours.

B3. Enter the number of stories aired as a result of your press releases or tip sheets.

B4.   Enter the number of interviews you were granted by a TV station.

B5. Enter the number of stories aired that resulted from interviews granted.

B6.   Enter in the number of consumer impressions from Television PSAs by *Campaign* or program if known by your *Regional Nutrition*

Network. This estimate would most likely be provided by the TV station or a media contractor.

C. Radio Advertising and Public Service Announcements Coverage (Social Marketing Tool: Advertising) Advertising can be paid or public service announcements. The primary characteristic is that their elements have a commercial look and feel. The media outlet plays, airs, or prints your advertising exactly the way it was submitted to them. There is no editorial component, and the media outlet does not alter or interpret the content.

Why it is important:
Radio is a very cost effective way to reach the food stamp eligible population. Public service radio is often an easier placement than public service television.

How it is being evaluated:
Typically, advertising is evaluated by tracking gross rating points as an estimate of exposure or consumer impressions. The state media contractor is providing estimates by media market and the state as a whole for number of consumer impressions. These numbers are tracked over time. This question will help us to see how much the advertising efforts are being supported at the local level and how often local programs use this channel.

What your information will tell us:
The number of times you contacted radio stations is an indicator of how often local programs are using the radio media channel.

How to answer the question:
C1.   Answer "yes" or "no" if your *Regional Nutrition Network* paid a radio station or a media contractor to place advertisements on TV.

C2.   If your *Regional Nutrition Network* answered "yes" enter the consumer impressions that the **paid** advertisement generated.   This number should be provided by your media purchasing contractor. If the contractor reports the numbers in Gross Rating Points or Targeted Rating Points, the contractor needs to convert the GRP/TRP to consumer impressions.

C3**.**   Did any Radio stations air the PSAs. Enter "yes" or "no" by each *Campaign* or *Network* program.

C4**.**   Enter the number of radio stations you contacted in the last reporting period about airing state-produced PSA's.   Your *Regional Nutrition Network* may have asked radio stations to do special PSA airings

to coincide with local festivals or activities, or you may have contacted a station to reinforce the *Network*s attempts at placement**.**

C5.   Enter the total number of times you contacted a radio station to play each *Campaign* and/or *Network* PSAs. This is the number of stations you contacted multiplied by the number of times you contacted them. Individual number by *Campaign* numbers are to be listed in addition to the total.

C6.   Enter the number of stations that actually aired/played the requested PSA.

C7.   Enter the number of consumer impressions by *Campaign* from Radio PSAs, if known by your *Regional Nutrition Network*. This estimate would likely be provided by the radio station or a media contractor. If the contractor reports the numbers in Gross Rating Points or Targeted Rating Points, the contractor needs to convert the GRP/TRP to consumer impressions.

D. **Radio News Coverage (Social Marketing Tool: Public Relations)**
Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight. Sending press releases or media alerts to radio stations is one way to inform the station of a current local issue or event. It is also a means for local programs to influence the local media agenda.

Why it is important:
Documenting press interviews will allow monitoring services to double check new coverage of the interview. Estimates of news coverage can be converted into consumer impressions.   However, if resulting news coverage is not traceable, it is still important to track the efforts programs make to work in the media channel.

How it is being evaluated:
It is usually more feasible to track public relations efforts than the result of the efforts.   The resulting news stories can be tracked through media monitoring services.

What your information will tell us:
 We are interested in knowing if programs employ public relations activities with the local news stations how many of the local programs use this tool and how often. The number of times you contacted radio stations is an indicator of how often local programs are using the radio media channel.   The list of interviews will be used to double check that the

stations contacted by the locals programs are included in the summary counts of stations contacted in the media market and statewide.

How to answer the questions:

Media Alerts and Media Tip Sheets sent to radio stations. Sending media alerts and media tip sheets to radio stations is one way to inform the station of a current local issue or event. A media alert is a quick, one page attention-getting notice of a timely and newsworthy event that has good photo opportunities.

D1. If your *Regional Nutrition Network* sent any media alerts to local radio stations about things your *Network* program or *5 a Day Campaigns* were doing in the reporting period, check the "Yes" box. If your *Regional Nutrition Network* did not do this, or you don't know if your *Regional Nutrition Network* did this check the "No" box.

D1a. If your *Regional Nutrition Network* submitted media alerts or media tip sheets, Enter the number of times (e.g. the number of mailings) you submitted media alerts and/or media tip sheets multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

Press Releases sent to radio stations. Sending press releases to radio stations is one way to inform the station of a current local issue or event. It is also a means for local programs to influence the local media agenda. A press release is a news story submitted to a news outlet, usually accompanied by contact information, background information, and other supporting documents.

D2. If your *Regional Nutrition Network* sent any press releases to local radio stations about things your *Network* program or *5 a Day Campaigns* were doing in the reporting period, check the "Yes" box. If your *Regional Nutrition Network* did not do this, or you don't know if your *Regional Nutrition Network* did this check the "No" box.

D2a. If your *Regional Nutrition Network* submitted press releases, enter the number of times (e.g. the number of mailings) you submitted media alerts and/or media tip sheets multiplied by the number of stations to which it was sent (# of mailings X # of stations= total).

The next set of questions asks you to report on any radio coverage of local news stories you received. Do not include interviews you did for state-initiated *Network* Spokesperson Tours (those are reported separately). Do not include radio remote promotions, as they will be entered in the next section.

D3.   Enter the number of stories aired as a result of your press releases and tip sheets.

D4.   Enter the number of interviews that you were granted by radio stations.

D5.   Enter the number of stories aired as a result of the interviews.

D6.   If known, enter the number of consumer impressions generated. This should be the number of stories x the number of stations x the number of listeners. This estimate would likely be provided by the radio station or a media contractor.

E. **Radio Remotes (Social Marketing Tool: Public Relations)**
Radio remotes are one way that programs can leverage their promotion dollars. A radio remote is when a radio station either broadcasts from an off site location, or provides radio coverage of off site events with a partner.

Why it is important:
Radio remotes provide repeated coverage of an activity or issue in a short period of time, and offer the opportunity for an interactive contact with consumers. Radio remotes are also a good way to leverage paid advertising.

How to answer the question:

E1.   In this column, enter the <u>location</u> of the radio remote. Start a new row for every new event.

E2.   In this column, enter the <u>call letters</u> of the radio station doing the remote.

E3.   Enter the <u>estimated number of people who attended</u> the event by each *5 a Day Campaign*. Enter a whole number. Do not enter a range. Use your best estimate. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

F. **Paid Print Advertising (Newspaper/Magazine/Community Newsletter) (Social Marketing Tool: Advertising)** Paid advertising is any submission your *Regional Nutrition Network* **paid** to have printed in a publication specific to nutrition education of the FSE population. This can include logos, advertisements of festivals or other submissions for which your *Regional Nutrition Network* purchased space.

F1.   If your *Regional Nutrition Network* paid to have any advertising about *Network* or *5 a Day* activities or to promote the *Network* or *5 a Day Campaigns* in any way check the "yes" box.

F1a.   If yes, enter the number of times the ad was purchased and placed (# of ad spaces X number of print outlets = total, or for example, 2 ads placed in 4 magazines = 8 ad spaces).

F1b.   If yes, enter the combined circulation of the newspapers/ magazines/etc. in the boxes (circulation of magazine for ad 1 + circulation of magazine for ad 2 x number of days ad was printed = total consumer impressions).

F2.   If your *Regional Nutrition Network* **paid** to have advertisements on billboards, bus stops, or other kinds of outdoor placements, mark "yes."

F2a.   Enter the number of estimate consumer impressions your ad(s) generated. This number should be provided by the agency who sold the ad placement. Generally, this is calculated by the number of days something was visible and the number of people passing in on a typical day. This number will be an estimate, and it will probably be large.

G. **Print Media News Coverage, including Newspapers, Magazines and Community/Organizational Newspapers (Social Marketing Tool: Public Relations)**
Similarly to electronic media formats, Public Relations activities for print media are things a program does to generate free news coverage of program activities or issues a program is trying to highlight. Sending press releases to print media outlets and conducting interviews local media are ways to secure coverage of a current local issue or event. It is also a means for local programs to influence the local media agenda.

Why it is important:
Documenting press interviews will allow monitoring services to double check print news coverage of the interview so we can be sure the placement was not overlooked. Estimates of impressions for print media are limited to calculations based on circulation. However, it is also important to track the efforts programs put forth to work in the print media channel.

How it is being evaluated:
It is usually more feasible to track program efforts than the resulting stories. The resulting news stories can be tracked through news clippings monitoring services. Program efforts are tracked through the number of press releases and interviews.

What your information will tell us:
We are interested in knowing if programs employ public relations activities with the local print news outlets, how often, and how many of the local programs use this tool.

How to answer the questions:

Media Alerts and Media Tip Sheets sent to newspapers or magazines. Sending media alerts and media tip sheets to newspapers or magazines is one way to inform the press of a current local issue or event. A media alert is a quick, one page attention-getting notice of a timely and newsworthy event that has good photo opportunities.

G1. If your *Regional Nutrition Network* sent any media alerts to local newspapers or magazines about things your *Network* or *5 a Day* program was doing in the reporting period, check the "Yes" box. If your *Regional Nutrition Network* did not do this, or you don't know if your *Regional Nutrition Network* did this check the "No" box.

G1a. If your *Regional Nutrition Network* submitted media alerts, media tip sheets and/or articles, enter the number of times (e.g. the number of mailings) you submitted media alerts and/or media tip sheets multiplied by the number of newspapers or magazines to which it was sent (# of mailings X # of stations= total).

Press Releases sent to newspapers or magazines. Sending press releases to newspapers or magazines is one way to inform the press of a current local issue or event. It is also a means for local programs to influence the local media agenda. A press release is a news story submitted to a news outlet, usually accompanied by contact information, background information, and other supporting documents.

G2. If your *Regional Nutrition Network* sent any press releases to local newspapers or magazines about things your *Network* or *5 a Day* program was doing in the reporting period, check the "Yes" box. If your *Regional Nutrition Network* did not do this, or you don't know If your *Regional Nutrition Network* did this check the "No" box.

G2a. If your *Regional Nutrition Network* submitted press releases, enter the number of times (e.g. the number of mailings) you submitted press releases multiplied by the number of newspapers or magazines to which it was sent (# of mailings X # of stations= total).

G3. Enter the number of print news stories that resulted from press releases.

G3a. Enter the number of estimated consumer impressions your stories generated. This number should be provided by the agency who sold the ad placement. Generally, the number of days something was printed and the number of people that read it each day is how this is calculated. This number will be an estimate, and it will probably be large.

G4. Enter the number of interviews you were granted by a print news outlet.

G5. Enter the number of print news stories that ran as a result from interviews.

G5a. Enter the number of estimated consumer impressions your stories generated. This number should be provided by the agency who sold the ad placement. Generally, the number of days something was printed and the number of people that read it each day is how this is calculated. This number will be an estimate, and it will probably be large.

G6. Enter the number of feature articles about *5 a Day or Network* activities that were submitted over the past reporting period to newsletters, newspapers, or magazines.

G6a. Then, enter the number of articles that were published. A feature article is an article composed by you that conveys information. It is not intended to be an advocacy article, though the information in a feature article may support advocacy work.

G6b. If known, enter the number of consumer impressions generated. This estimate should be provided by the radio station or a media contractor.

H. **Print Media Advocacy Efforts (Social Marketing Tool: Media Awareness)** Media awareness is used to inform the media, community leaders and FSE population.   It includes three basic steps: setting the agenda, shaping the debate, and advancing the legislative initiatives. Media awareness work has a clear expectation disseminating critical information to all necessary audiences and parties involved.

Why it is important:
Media awareness is an important component of social marketing and has been very instrumental is furthering prevention of AIDS, tobacco control, and promotion of other health issues.

How it is being evaluated:

Ideally, media awareness efforts facilitate community, environmental, individual and social change. However, at this early stage it is also important to understand who is doing this kind of work.

What your information will tell us:
We are interested in knowing if programs use media advocacy strategies with local newspapers, magazines and community newsletters. We will be able to see if more programs employ this tool over time, and what kinds of topics are put forth in local print media.

How to answer the questions:
H1. Enter the total number of editorial articles that you submitted then enter the number of editorial articles that were run.

H1a. Enter the number of articles that were published, if your *Regional Nutrition Network* submitted editorial articles.

H1b. If known, enter the number of consumer impressions generated. (circulation #'s X articles published).

H2. Enter the total number of editorial board meetings for a print news outlet that were attended by you or someone from your *Regional Nutrition Network* during the reporting period.

I. **Internet (Social Marketing Tool: Personal Sales)** Personal sales are traditional one-on-one or small group nutrition education. In marketing terms, this is a paid form of personal presentation of products, services or ideas by an identified sponsor.

Why it is important:
Personal Sales is the social marketing tool most similar to traditional nutrition education. For *Network*-funded programs, Personal Sales includes both consumer education and professional development.

How it is being evaluated:
Currently, we are interested in the feasibility of using the internet as a tool for professional development and direct nutrition education.

How to answer these questions:
I1. Enter "yes" if your *Regional Nutrition Network* has a website.

I1a. If "yes" enter the website address/ URL.

I1b. If yes to I1a, enter the number of hits have the website(s) had in the past reporting period?

I1c.	Check the box next to the websites you have linked to your *Regional Nutrition Network* site.	University of California Cooperative Extension websites and are specific to the areas they serve and should each be listed individually.

**J.	Retail Outlet Promotions (Grocery Stores, Farmers' Markets, Restaurants and School Food Service) (Social Marketing Tool:	Sales Promotions).**	Sales promotions are certain timeframes selected to advance specific messages or themes; they provide paid and voluntary support of special events, materials and incentives; and they work with multiple partners, especially at "point of sale" or "point of choice" to gain maximum media and consumer attention so as to stimulate interest, acceptance, trial or repeat "product purchase". Sales promotions may also include special educational activities for individuals in a direct audience (rather than a filtered audience such as media) and not directly news-related, such as festival and grocery store activities.	They can be defined as efforts taken to ensure that the target audience is aware of the *Campaign*.

Why it is important:
Sales promotions are the social marketing activities that describe many outreach activities in food access channels.

How it is being evaluated:
We are tracking the use of sales promotions in retail channels and the number of consumers who are reached through those activities.

What your information will tell us:
We are interested in the number of programs who use farmers markets and retail grocery stores as channels to disseminate their messages. We are also interested in tracking the number of consumer impressions generated in these channels because they are more traditional to nutrition education than mass media or other channels that may be employed.

How to answer the questions:

Grocery Stores
J1.	By *Campaign,* enter the total number of taste tests or food demonstrations your *Regional Nutrition Network* either sponsored or conducted in the middle column. In the last column, estimate the number of impressions in the taste tastes or food demonstrations. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the activity, regardless if all people in attendance reflected the target population of the *Campaign.*

J2.   By *Campaign,* enter the number of grocery store tours your *Regional Nutrition Network* either conducted or sponsored as part of your *Network*-funded activities. In the last column, estimate the number of people who were given a tour. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the activity, regardless if all people in attendance reflected the target population of the *Campaign.*

J3.   By *Campaign,* enter the number of other direct grocery store promotions you conducted or sponsored as part of your *Network*-funded activities in the past reporting period (e.g. nutrition education lessons/ activities). In the last column, estimate the number of people who received recipe, brochure, handout, etc. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the activity, regardless if all people in attendance reflected the target population of the *Campaign.*

J4.   By *Campaign,* enter the number of grocery stores merchandized with the 5 a Day Retail kit, such as store displays, signage, etc. In the last column, estimate the number of people who saw the store displays, signage, etc. Enter your best estimate in the boxes. Do not enter a range.

Farmers' Markets and Flea Markets
J5.   By *Campagin,* enter the number of taste tests conducted in farmers/flea markets' your *Regional Nutrition Network* either sponsored or conducted in the middle column. In the last column, estimate the number of impressions in the taste tastes. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

J6.   By *Campaign,* enter the number of farmers'/flea market tours your *Regional Nutrition Network* either conducted or sponsored as part of your *Network*-funded activities. In the last column, estimate the number of people who were given a tour. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflecteded the target population of the *Campaign.*

J7.   By *Campaign,* enter the number of any other direct farmers'/flea markets promotions you conducted or sponsored as part of your *Network*-funded activities in the past reporting period (e.g. on-site classes). In the last column, estimate the number of people who received recipe, brochure, etc. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that

coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

J8.   By *Campaign,* describe the promotion and enter the number of other indirect farmers/ flea markets' promotions implemented as part of your *Network*-funded activities in the past reporting period (e.g. ad copies, coupons). In the last column, estimate the number of impressionf for the event or activity (e.g. number of people who viewed the ads or received a coupon). Enter your best estimate in the boxes. Do not enter a range. Count all people reached by the promotion, regardless if all people reached reflected the target population of the *Campaign..*

Restaurants
J9.   By *Campaign,* enter the number of taste tests conducted in restaurants your *Regional Nutrition Network* either sponsored or conducted in the middle column. In the last column, estimate the number of impressions in the taste tastes. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

J10. By *Campaign,* enter the number of restaurant tours your *Regional Nutrition Network* either conducted or sponsored as part of your *Network*-funded activities. In the last column, estimate the number of people who were given a tour. Enter your best estimate in the boxes. Do not enter a range.   Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

J11.   By *Campaign,* enter the number of other restaurant promotions you promoted or sponsored as part of your *Network*-funded activities in the past reporting period (e.g. on-site classes). In the last column, estimate the number of people who received recipe, brochure, etc. Enter your best estimate in the boxes. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

J12.   By *Campaign,* describe the promotion and enter the number of restaurants promotions your *Regional Nutrition Network* conducted or sponsored as part of your *Network*-funded activities in the past reporting period (e.g. ad copies, coupons, menu promotions). In the last column, estimate the number of impressions (e.g. the number of people who saw posters, copy advertisements, etc.).   Enter your best estimate in the boxes. Do not enter a range. Count all people reached by the promotion,

regardless if all people reached reflected the target population of the *Campaign.*

School and/or Worksite Food Service
J13. By *Campaign,* enter the number of school and worksite cafeterias merchandised by your *Regional Nutrition Network* (posters, table tents, bulletin boards, etc.). In the last column, estimate the number of people who saw the materials. Enter your best estimate in the boxes. Do not enter a range. Count all people reached by the merchandizing, regardless if all people reached reflected the target population of the *Campaign.*

J14. By *Campaign,* enter the number of menu promotions your *Regional Nutrition Network* conducted or sponsored as part of your *Network*-funded activities. In the last column, estimate the number of people who participated in menu promotions. Enter your best estimate in the boxes. Do not enter a range. Count all people reached by the promotion, regardless if all people reached reflected the target population of the *Campaign.*

J15. By *Campaign,* enter the number of other direct activities conducted or sponsored as part of your *Network*-funded activities in the past reporting period (e.g. taste tests and tours). In the last column, estimate the number of people who participated in the other activities. Enter your best estimate in the boxes. Do not enter a range. Count all people reached by the activities, regardless if all people reached reflected the target population of the *Campaign.*

J16. By *Campaign,* describe and enter the number of indirect events or materials conducted/distributed or sponsored as part of your *Network*-funded activities in the past reporting period (e.g. tray liners). In the last column, estimate the number of people reached by these activities. Enter your best estimate in the boxes. Do not enter a range. Count all people reached by the activities, regardless if all people reached reflected the target population of the *Campaign.*

K. Lessons and Activities (Personal Sales)

Why it is important:
Personal sales are most like traditional nutrition education. Personal sales are also the social marketing activity most commonly implemented by local incentive awardees.

How it is being evaluated:
We are tracking the number of consumer impressions generated in traditional nutrition education settings. Tracking class attendance will allow us to estimate the number of consumer impressions generated in a

class-based setting compared to those generated from other types of social marketing activities.

What your information will tell us:
We are interested in the number of consumer impressions generated through class-based activities.

How to answer the questions:
Lessons and activities are defined as a single lesson and/or each lesson in a series of separateclasses. Trainings are defined as the act or process of educating or training. Participation is the sum of individuals receiving a single lesson or lessons in a series.

K1-6.   FSE Population Low-income Target Audience

K1.   This question pertains to nutrition education lessons for the FSE population and lay public. In the second column, enter the number of nutrition education lessons your *Regional Nutrition Network* or partners/ intermediaries conducted or sponsored as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of all participants for the lessons. If your *Regional Nutrition Network* or partners/intermediaries offered one lesson that met one time, enter the number of people who attended. If your *Regional Nutrition Network* or partners/intermediaries offered a series of lessons once a week for ten weeks enter the enrollment for the lesson multiplied by 10 weeks (or a more precise attendance count if your *Regional Nutrition Network* has it).   If your *Regional Nutrition Network* or partner/ intermediaries offered three different lessons, combine the number of people who attended from all three lessons and enter that number in the third column.

K2.   This question pertains to professional development and training lessons offered to professionals to serving the FSE target audience and low-income population.   In the second column, enter the number of nutrition education lessons your *Regional Nutrition Network* conducted or sponsored as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of all participants for the lessons. If your, *Regional Nutrition Network* offered one lesson that met one time, enter the number of people who attended. If your *Regional Nutrition Network* offered a series of lessons once a week for ten weeks, enter the enrollment for the lesson multiplied by the number of times it met (or a more precise attendance count if your *Regional Nutrition Network* has it). If your *Regional Nutrition Network* offered three different lessons, combine the number of people who attended from all three lessons and enter that number in the third column.

K3. This question pertains to Nutrition Decathlons. In the second column, enter the number of Nutrition Decathlons your *Regional Nutrition Network* or partners/intermediaries conducted or sponsored as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of all participants for the Nutrition Decathlon.

K4. This question pertains to any nutrition education and physical activity demonstrations that have a nutritional component (which is the only way physical activity classes are allowable costs for USDA). In the second column, enter the number of physical activity demonstrations with nutrition education your *Regional Nutrition Network* conducted or sponsored as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of all participants for the demonstrations.   If your *Regional Nutrition Network* offered one

demonstration, enter the number of people who attended. If your *Regional Nutrition Network* offered three different demonstrations, combine the number of people who attended from all three and enter that number in the third column.

K5 & K6. These questions pertain to any other nutrition education your *Regional Nutrition Network* or partners/intermediaries conducted or sponsored targeting the FSE population. Enter the name of the lesson in the space provided. In the second column, enter the number of nutrition education lessons. In the third column, enter the total number of participants for the classes. If your *Regional Nutrition Network* or partners/intermediaries offered one lesson that met one time, enter the number of people who attended. If your *Regional Nutrition Network* or partners/intermediaries offered a series of lessons once a week for ten weeks, enter the enrollment for the lesson. If your *Regional Nutrition Network* or partners offered three different lessons, combine the number of people who attended from all three lessons and enter that number in the third column.

L. Nutrition Education Events (Social Marketing Tool: Sales Promotions) In this section, we are trying to track the kinds of events programs are using to promote nutrition and physical activity, and the number of consumer impressions generated from these kinds of events specific to the FSE target audience and low-income population.

How to answer the questions:
L1. In the second column, enter the number of Health Fairs by *Campaign* your *Regional Nutrition Network* conducted or sponsored as part of your *Network*-funded activities in the past reporting period. This may include cultural or school based health fairs. In the third column, enter the total number of participants (attendees) for the event. If your *Regional Nutrition Network* does not have an exact count, use your best estimate. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

L2. In the second column, enter the number of Festivals by *Campaign* at which your *Regional Nutrition Network* had a booth or sponsored as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of people who attended the festival. If your *Regional Nutrition Network* does not have an exact count, use your best estimate. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

L3.   In the second column, enter the number of Community Forums by target audience sponsored, or at which your *Regional Nutrition Network* participated as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of people who attended the event. If your *Regional Nutrition Network* does not have an exact count, use your best estimate. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

L4.   In the second column, enter the number of Walk to School day nutrition education events by *Campaign* your *Regional Nutrition Network* conducted as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of participants. If your *Regional Nutrition Network* does not have an exact count, use your best estimate. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

L5.   In the second column, enter the number of Organized Sports Events with nutrition education messages (Jump Rope for Heart, 5k fun runs/walks, etc.) by *Campaign* your *Regional Nutrition Network* either sponsored or staffed a booth at. In the third column, enter the total number of people who attended the events. If your *Regional Nutrition Network* do not have an exact count, use your best estimate. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

L6.   In the second column, enter the number of TV Turnoff events with nutrition education messages by *Campaign* that your *Regional Nutrition Network* conducted as part of your *Network*-funded activities in the past reporting period. In the third column, enter the total number of participants. If your *Regional Nutrition Network* does not have an exact count, use your best estimate. Do not enter a range. Count all people in attendance for the specific *Campaign* that coordinated the event, regardless if all people in attendance reflected the target population of the *Campaign.*

L7, L8. By *Campaign,* enter the type or name of any other event your *Regional Nutrition Network* sponsored or used for a promotion site. In the second column, enter the number of events. In the third column, enter the total number of people who came to the event. If your *Regional Nutrition Network* does not have an exact count, use your best estimate. Do not enter a range. Use a new line for additional kinds of events. Count all people in attendance for the specific *Campaign* that coordinated the event,

regardless if all people in attendance reflected the target population of the *Campaign.*

M. African-American and Latino Campaigns: (Social Marketing Tool: Sales Promotions)

In this section, we will be tracking the number of lessons, individuals, and total impressions by *African-American* and/or *Latino* campaigns, based upon the number of lessons implemented from the *5 a Day and Physical Activity Toolbox for Community Educators (including COBs and Direct Health Service Provider).*

This question pertains to all lessons utilizing the *Toolbox* with the target audience. In the first column, enter the number of total lessons your *Regional Nutrition Network* or partners/intermediaries conducted or sponsored as part of your *Network*-funded activities in the reporting period. In the second column, enter the total number of individuals/adults who participated in all the lessons. In the last column, under the "Total Impressions" column, you will provide a cumulative number reached from adults in each lesson times (x) the number of lessons. For example, Class #1 had 20 adults and 2 lessons were taught for a total of 40 impressions. You will add this to Class #2 that had 30 adults and offered only 1 lesson for a total of 30 impressions. Total Impressions column will be the sum of all the impressions (also see *African-American* and *Latino* Activity Tracking Form).

III. Materials Distribution

These questions are process measures to track what new materials are produced by local programs, and how much use state-produced materials have in local programs. Materials tracked in this section should be those specifically targeted to the FSNE population.

How to answer the questions:

A. **NEWLY Developed Materials.** In this section, please provide the quantities by target audience of any new materials your program created that were paid for with *Network* money in the past funding period. Enter a number in the appropriate box if it is a curriculum or lesson A1, a nutritional educational reinforcement item (stickers, note pads, brochures) A2, or "other" educational items A3.

B. **PREVIOUSLY Developed Materials.** Provide quantities by target audience for previously developed materials (but not developed by the state or federal *5 a Day Campaign*, *Nutrition Network* or Project LEAN

programs) that were distributed using *Network* funds during this reporting period. Enter a number in the appropriate box if it is a curriculum or lesson B1, a nutritional educational reinforcement item B2, or other education material B3.

C. **Federal Nutrition Assistance Program Promotional Materials Distributed.** Provide the titles and quantities of all federal nutrition assistance program promotion materials distributed during this reporting period. DO NOT INCLUDE ITEMS THAT CAN BE CONSIDERED PROVIDING FOOD STAMP SERVICES. If your *Regional Nutrition Network* does not have an exact count, provide you best estimate. Do not provide a range. Enter a whole number.

D. **Other Materials Distributed**. List all other materials (not already listed) that were distributed during this reporting period using *Network* funds and check appropriate box if it is a curriculum or lesson, an informational flyer (F), a promotional item (P), or other education material.

IV. **Partnership Development (Social Marketing Tool: Partnership)**
Partnerships are social *Network*s that exist formally or informally among individuals, groups, and organizations. They may be assessed by the number, type, depth, and strength of relationship. They can have significant impact when they cut across the public, non-profit and business sectors and operate at multiple levels of influence, namely state, local, regional and national. The questions asked in this section will be used to conduct an analysis of the social *Network*s of contractors.

How to answer the questions:

A. Answer "yes" to this question if your *Regional Nutrition Network* participated in any state-level, Joint Steering Committee, advisory, and/or any other formal planning meeting that pertained to work that the state *California Nutrition Network* was conducting.

B. Answer "yes" to this question if your *Regional Nutrition Network* participates in local planning or advisory groups or coalitions for nutrition or physical activity.

B1. Check the box next to any of these coalitions your *Regional Nutrition Network* participates in.

C. Enter the number of new organizations/intermediaries by classification (i.e. school, health provider, etc.) recruited during this reporting period that **meet** the USDA Food Stamp program guidelines of serving at least a 50% low-income audience. In the second column, enter the number of

previously recruited organizations by classification (i.e. schools, CBOs, worksites, etc).

D. Enter the number of organizations/intermediaries by classification (i.e. school, health provider, etc.) partnerships during this reporting period using **NON USDA** funds that **do not meet** the USDA Food Stamp program guidelines of serving at least a 50% low-income audience. In the second column, enter the number of previously recruited organizations by classification (i.e. schools, CBOs, worksites, etc).

V. Formative Research and Planning
We are interested in the degree to which local programs participate in research and planning activities specific to the local program during the reporting period.

How to answer the questions:

A. Answer "yes" to this question if your *Regional Nutrition Network* has conducted a community needs assessment around the issues of nutrition and physical activity in the past reporting period.

B. Answer "yes" to this question if your *Regional Nutrition Network* has a documented strategic plan, marketing plan, or other planning document to which it was accountable in the past reporting period. This does **not** include the Educational Initiative of the Regional Collaborative.

C. Answer "yes" to this question if your *Regional Nutrition Network* has conducted any of these types of formative consumer research (focus groups, roundtable discussions or client interviews) in the past reporting period.

D. Answer "yes" to this question if your *Regional Nutrition Network* has conducted a formal impact or outcome evaluation of program activities in the reporting period.

VI. Environmental Change (Social Marketing Tool: Policy Change)
This social marketing tool is in the early stages for both program planning and evaluation. These questions are intended to identify areas in which programs are currently working and identify areas for expansion. It is likely that these questions will be adapted and refined in the future.

How to answer the questions:

This includes efforts to promote systems, environmental or policy changes to the FSNE eligible population within the context of nutrition education.

A. Answer "yes" if you *Regional Nutrition Network* has been a catalyst for increased access to healthy food. Mark any box that applies.

<u>Other</u>: Describe any other environmental changes that your program has facilitated or worked towards changing in the past reporting period. Please describe the steps that were taken, and any progress or indicators of environmental change. Environmental change includes changes to the economic, social or physical environments. Examples: Through nutrition education to the FNSE eligible population, provide strategies to pursue environmental changes to incorporate walking paths and recreation areas into new community development designs, have low-fat choices available in cafeterias, have more fruits and vegetables available at the local grocery store.

VII. Policy Change (Social Marketing Tool: Policy Change)

Policies include laws, regulations and rules (both formal and informal). Examples: In the context of nutrition education, working with the FSNE eligible population to encourage and provide strategies to: work with school board on healthy food policies on school campuses; promote the selection of healthy foods from vending machines, etc.

A. Answer yes to this question if your *Regional Nutrition Network* has been involved in any capacity in policy change activities around the issues of nutrition, physical activity or obesity. Also mark yes to this question if the Regional Collaborative through its unfunded partners helped to stimulate policy changes pertaining to healthy foods and active lifestyles? Mark any box that applies.

A1. Describe any other policy change activities that your *Regional Nutrition Network* participated in.

Finally, please have the program coordinator electronically sign and date this form.